

## Current Referral Process



# Auctio

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B2B Referral management  
and tracking platform



## The Problem - Lead Generation

A large blue circle is centered on the page, containing the text '68%' in white. The circle is set against a light gray background that is also circular and slightly larger than the blue one.

68%

## The Problem - Lead Quality



25%

# Team



**Ricardo Ibarra**  
Founder

15 years of Business Development and Sales experience. Finance degree from Georgetown University



Georgetown  
University



**Juan Pablo Lopez**  
Chief Architect

Developer with over 15+ years of experience. Technical lead in software architecture, security, and mobile



**Andres Martinez**  
VP of Engineering

Lead Developer with 5+ years of experience



**Diego Londoño**  
Lead Developer

Technical Lead with 8+ years of experience



**Pablo Lastra**  
Design

Senior Designer with 5+ years of experience

# Referrals are the Best Leads

Acquisition Channel                      Conversion Rate

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**Referral**

**3.74**

Partner

1.54

Inbound

1.30

Paid Marketing

1.01

Social Media

0.66

Webinar

0.55

Event

0.50

Sales Prospecting

0.31

Nurture

0.20

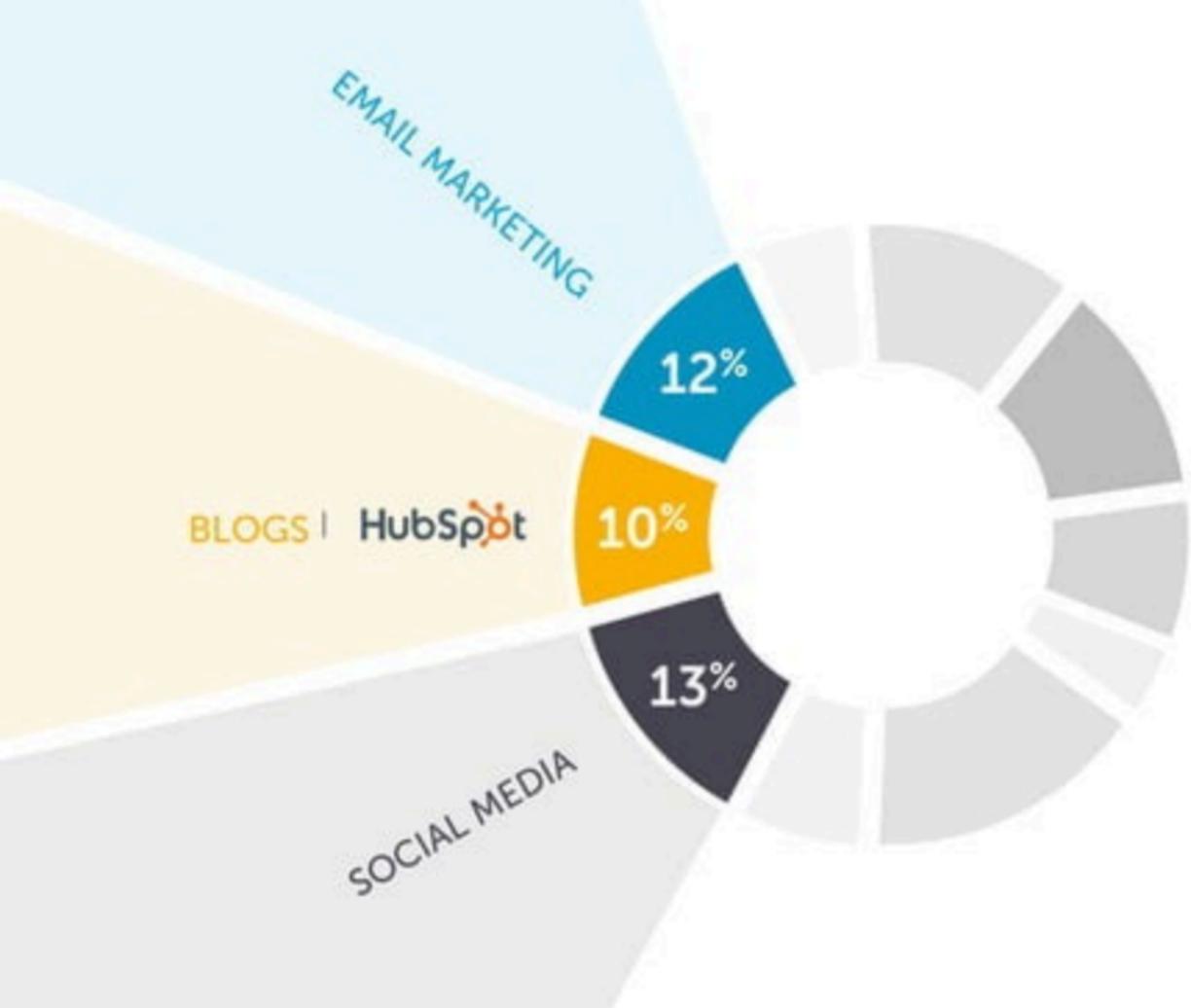
Email

0.19

Conversion rate  
almost

**4X**

the average across  
all channels

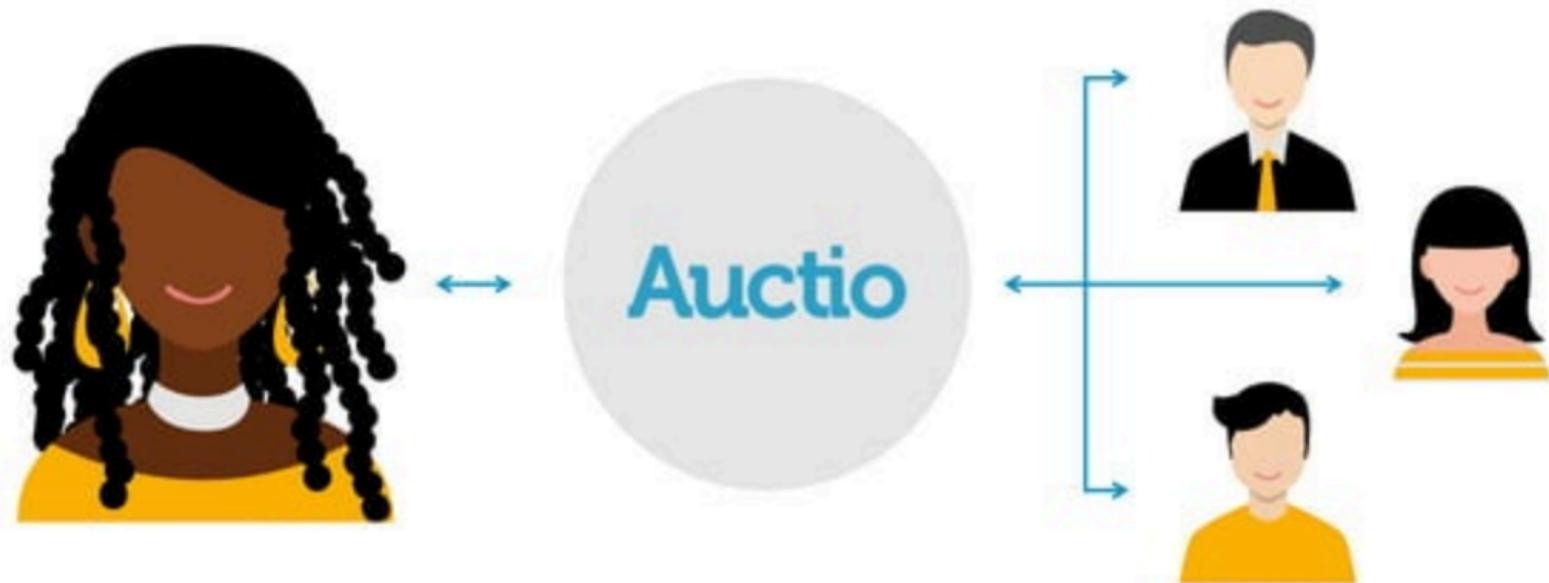


**\$162B**

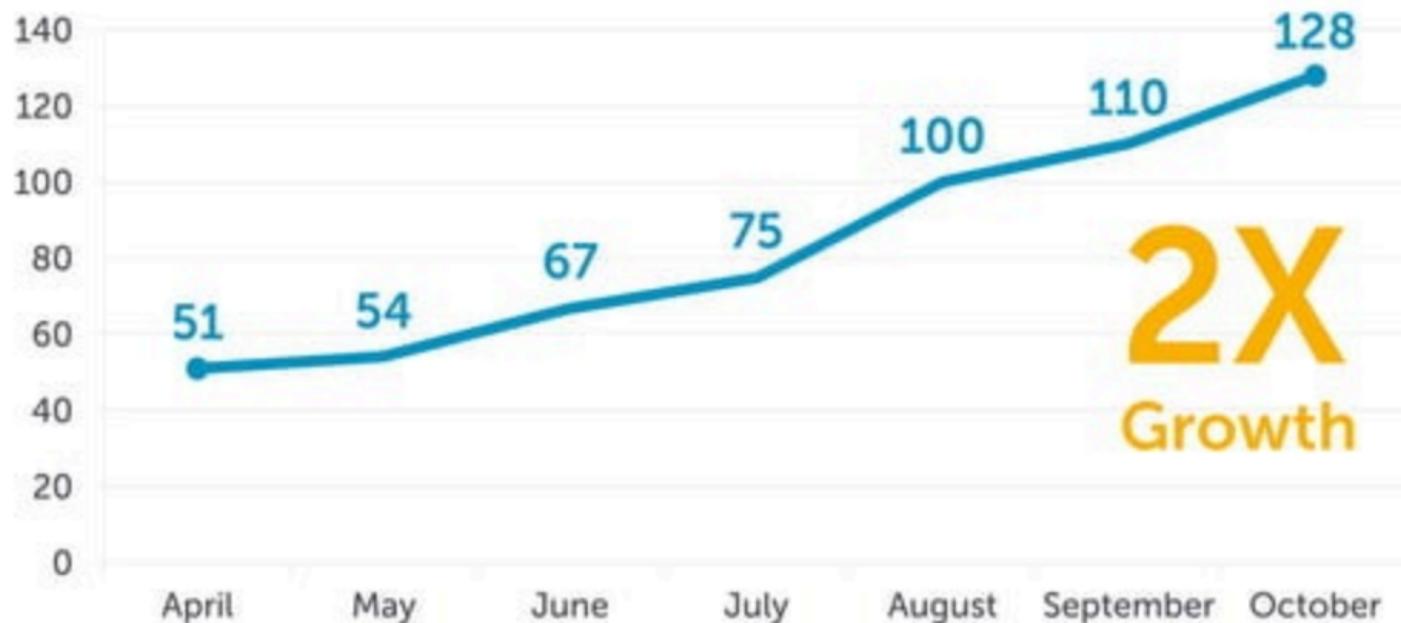
## Current Referral Process



## Our Solution



## Number of Companies





Text a B2B Founder:

**“What % of your  
revenue comes from  
referrals?”**